



## *Our* Vision

Broadcasting for Total  
Citizen Empowerment.

## *Our* Values

Conversations and partnerships.  
Restoration of human dignity.  
Building a common future.

## *Our* Mission

To be a people centred, content driven,  
technology enabled, strategically focused  
and sustainable public service broadcaster.

## *Our* Promise

Vuka South Africa. Vuka Sizwe!

*The SABC is South Africa's national public broadcaster.  
Almost 24,6 million adults tune in to the SABC's network of 18 radio stations every day  
and 24,2 million adults watch the three free-to-air television channels.*